

FOR IMMEDIATE RELEASE

Thursday, September 10, 2026

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Protecting Pedestrians: SDPD Urges Drivers to Stay Alert This September

San Diego — September is Pedestrian Safety Month in California. The San Diego Police Department would like to remind drivers to slow down and be alert for people walking on our roads. By always taking extra precautions, you can help protect pedestrians and reduce the risk of crashes and injuries. Walking should always be an easy and safe option for getting around any community.

In California alone, 1,090 people were struck and killed while walking in 2024, which accounted for 28% of all traffic fatalities.

"Everyone, regardless of how they travel, deserves to arrive at their destination safely," SDPD Sergeant Gregory Minter said. "Drivers play a critical role in keeping pedestrians safe. By staying focused and slowing down, especially in areas where there are more people walking, we can help prevent crashes and put safety first on every trip."

Pedestrians do not have the same protections as drivers and passengers. It's important to slow down and follow the speed limit while driving. Speed increases the severity and impact to someone walking and hit in a crash.

To promote the safety of people walking, the San Diego Police Department will conduct traffic safety operations focused on the most dangerous driver behaviors that put the safety of pedestrians at risk. These violations include speeding, making illegal turns, failing to yield and running stop signs or signals.

The San Diego Police Department offers safe driving and walking tips when behind the wheel or walking:

Drivers

- Know and follow the speed limit.
- Slow down at intersections. Be prepared to stop for people walking at marked and unmarked crosswalks.
- Never drive impaired.
- Avoid distractions such as using a mobile device, deep conversations with passengers or eating while driving. Keep your focus on the road.

- Be extra cautious at night or when driving conditions are less than optimal such as in rainy or foggy weather.

Pedestrians

- When available, use marked crosswalks at signals where drivers anticipate foot traffic.
- Always walk on the sidewalk. If there is no sidewalk, walk facing traffic.
- Look both ways and make eye contact with drivers before crossing the street.
- Be visible at night – consider wearing bright colors, reflective material or using a flashlight.
- Don't wear headphones or talk on the phone while crossing the street.

Visit www.gosafelyca.org for more traffic safety information.

Funding for this program is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

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